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*Asha Kwekwe, a student of Generation Kenya's Sewing Machine Operator program, learns how to sew using a single needle lockstitch machine. Photo: McKinsey Social Initiative*

## **KENYA**

### **GENERATION KENYA**

How do you impact a new generation of young people and turn Kenya's youth bulge into a demographic dividend for decades to come? By motivating youth with the opportunity to acquire the skills and support they need to succeed; while making sure that the skills and support they receive come from a training model developed with private sector employers looking to build their workforce.

Generation Kenya is a win-win approach that closes the gap between unemployed young people and employers through intensive boot camp-style training resulting in rapid job placements. Generation Kenya strives to employ a sustainably replicable and demand driven model with cooperation from the Government of Kenya, development partners, private sector, as well as public and private training institutions.

Generation Kenya prides itself in community support through mentorship and trainings including, alumni engagement that promotes and builds ambition for success.

## OUR WORK

Generation Kenya addresses the need for sustainable youth employment through an innovative, replicable and rapidly scalable youth employment model for young high school graduates, ages 18-29. The youth employment model includes engagement of employers to determine skills gaps and needs and matching participant skills and motivation with industry requirements.

The youth receive technical, behavioral, mindset and professional presence skill training in addition to social support services and mentorship. Generation Kenya also offers a community support network that follows graduates into the workplace.

Generation Kenya targets high growth employment sectors with skilled labor shortages. These sectors include consumer packaged products, financial services sales, manufacturing, retail and hospitality

## ACHIEVEMENTS

Since 2014, Generation Kenya has:

- 91% of 7,200 Generation Kenya graduates were hired immediately upon completion of the program
- Over 54% of Generation graduates are women (national average - 29% in the formal sector)
- Direct Employer engagement from the start and outstanding employer satisfaction - 100% of supervisors indicate that they would hire Generation graduates again
- Launched a customized training with Sanlam in over 20 locations across Kenya.
- Launched the sewing machine operator program which was endorsed by government and is implemented through Kenya Industrial Training Institutes as well as private sector employers

**BUDGET** \$4 million

### DURATION

2014 – 2019

### ACTIVITY LOCATIONS

Embu, Homa Bay, Kajiado, Kakamega, Kiambu, Kilifi, Kisii, Kisumu, Laikipia, Machakos, Meru, Migori, Mombasa, Nairobi, Nakuru, Nyeri, Tharaka Nithi, Trans Nzoia and Uasin Gishu,

### KEY PARTNERS

McKinsey Social Initiative  
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